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APPENDIX A

SURVEY SCHEDULE

The ultimate test of any scientific theory is the correspondence of observable phenomena to predicted relationships, when the observations have been drawn according to the authoritative criteria of the scientific method. The encapsulated character of all scientific activity automatically assures that reality can never be accurately represented; and, what a theory tells us about reality will be no more accurate than the constructs used to represent the constituents or variables of the theory. This includes the reliability and validity of the measurements that operationally stand for the abstract constructs of the theory. As indicated previously, many of the scales used to represent the constructs of the theory have not been tested for either reliability or validity. The major reason for this is the exploratory nature of the study, in which two models have been successively derived from the implications of a hypothetical integrated theory of human behavior. The provisional nature of each of the models

does not warrant concern for scientific rigor, even though statistical techniques were employed to test parts of each model. Probably the most serious shortcoming of the study is the lack of intersubjective testability in coding many of the open-ended scales. It seems highly plausible that another coder, possessing different values and cognitions, might have come to different conclusions about responses. Ideally, a panel of experts should have been employed, and only those items used that indicated the highest intercoder reliability. Generalization to other frames of reference from this study, especially when the theory to be tested has been constructed on such shaky conceptual measurements, would be both dangerous and irresponsible. The study has been the product of one mind, of a single setting, executed with limited analytic and scientific tools. It is suggestive, perhaps even insightful, but hardly definitive. No extravagant claims are made for it.

The operational measures of the leading constructs of the theory posed almost insurmountable problems. Most of the concepts were artifacts of a new theory, for which there were no existing measures. The indicators had to be manufactured from wholecloth without the benefit of the practiced wisdom of professionals. Suffice it to say that

my attempts at operational definition and measurement yielded questionable results. While some of the scales are the product of scalogram analysis, in which a coefficient of reproducibility was derived, no tests for reliability were performed. The total lack of independent measures makes it necessary for this work to beg the question of construct validity. Both tasks are more appropriately the province of future research.

1. Reinforcement Need. The need for reinforcement has been measured by a modified Persuasibility Scale and an Involvement Scale. The Involvement Scale was developed by the author, while the Persuasibility Scale was adapted from a similar scale developed by the Yale Communication and Attitude Change Program, and reported by Hovland and Janis, et al., in Personality and Persuasibility.[1] My argument is that a reinforcement need has at least two components. The first is a high salience of primitive beliefs, which may be measured by the importance of moral involvement. The second is field dependence, which is measurable by persuasibility. The more morally involved, the higher the

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[1] Hovland and Janis, Appendix B.

salience of primitive beliefs; the more persuasible, the more field dependent. By combining the two, we have, at least on the surface, an adequate measure of reinforcement need.

The researchers of the Yale Study found that, with respect to a general personality disposition called persuasibility, people fall into three empirical groups: changers (who are field dependent), non-changers (who are field independent) and negative changers (who are field independent, but unlike the non-changer, are totally resistant to persuasion). For purposes of this study, the changer represents the person with a high reinforcement need. Hovland and Janis also report that changers had a higher need for social approval and security, a higher respect for parental authority, a greater admiration for power, were more anti-intraceptive and harsher in their condemnation of social deviates, than non-changers. Concern for parental and social authority indicates field dependence; anti-intraception indicates a redistribution of perceptual energy in the service of primitive beliefs; condemnation of social deviates indicates moral involvement. Each is theoretically related to reinforcement needs.

The Persuasibility Scale developed by the author differs considerably from the one developed by the Yale group. The Yale researchers were working on the assumption that persuasibility was a personality trait that oriented the organism toward his field for evaluations of reality, apparently without regard for authority figures. My theory, however, rejects the notion that any person can be oriented to reality in any but authoritative ways--all orientation proceeds through selective exposure performed by authority figures. A field dependent person simply invests authority in whomever enters his psychological field. While a paranoid schizophrenic limits his authority figure to one person, the field dependent person relates diffusely to authority, investing in practically anyone who happens to come along. It is suggested that the responsiveness that characterizes hypnosis emanates from this condition. In my scale, I attempt to account for this deficiency by including modifying clauses about orientation to authority:

Instructions: circle the response that comes closest to describing your real behavior.

1. Do you usually agree with the articles that you read in the newspapers and magazines you respect most?

Very Often Fairly Often Sometimes Seldom Never

2. How often do you change your opinion when you discover that most of your good friends do not share your point of view?

3. When your best friend wants to convince you of his own point of view, does he usually have a hard time or an easy time?

4. As compared with the average person your own age, how much are you influenced by the ideas expressed by those closest to you?

5. How often do you become uneasy when the opinion of a respected friend is different from your own on some important topic?

6. When your closest friend criticizes your ideas or objects to your opinions, how often do you end up feeling that he is right and you are wrong?

This scale was scored from 1-5, and with an n of 57, had a coefficient of reproducibility of .83.

Affective involvement, it will be remembered, represented the quality of involvement of an organism with another, and meant simply that the relationship was more important than any of the specific values that might flow from the relationship. The closest thing to it is love. Involvement was measured by the use of a seven item Involvement Scale:

1. Prior to coming to college, did you spend a lot of time figuring out just how much it would profit you in the future?

2. It has often been said "a bird in the hand is worth two in the bush." Applying that maxim to your own

relationships with members of the opposite sex, would you say you agree or disagree with it?

3. When a good friend asks you out for an evening, how often do you weigh the value of an evening out against the value of spending that time in another way, say studying or in other recreation?

4. When a person exhibits interest in having you as a friend, how often do you ask yourself whether or not the relationship will be worthwhile to you before going ahead?

5. Some people will not vote for a political candidate unless they are sure he is the best man for the country, free of corruption, and trustworthy. How often do you make decisions of this kind on such grounds?

6. How often do you evaluate your friends for what they give you rather than whether or not you like them?

7. Some people will not give their support to a political candidate unless they are sure he is going to do something that will benefit them directly. How often do you give your support on this basis?

The Involvement Scale, with an n of 57, had a coefficient of reproducibility of .80. When the Persuasibility and Involvement Scales were combined, the coefficient of reproducibility declined to .75.

2. Perceptual Avoidance Need. The need to avoid reality perceptually was measured by combining all those factors from Cattell's 16 Factor Personality Inventory that were classified in Chapter III as perceptual approach-avoidance traits. They included:

Perceptual	
Approach	Avoidance
Praxernia	Autia
Comention	Abcultion
Harria	Presmia
Zeppia	Coasthenia
Shrewdness	Naivete
Radicalism	Conservatism

My argument is simply that perceptual avoidance may be measured by the perceptual skill traits that the organism has developed to facilitate or retard contact with reality. I assume that skill traits do not develop unless they are functional for the organism, an assumption required by learning theory.

3. Proximal Needs. Proximal, as opposed to distal, needs were measured by a scale containing fifteen open-ended items. If responses indicated a proximal perception of the group, they were scored 1; if not, they were scored 0. The individual item scores for each respondent were summed, deriving to total score for each respondent that was employed in calculations. Proximal perception of the group was judged to exist when any of the following attributes were indicated:

1) of all group memberships, the club was most important,

2) social, as well as political values were derived from interaction,

3) a respondent's tie with a primary figure (best friend, husband or wife, girl friend) was through the club,

4) a predominant number of close friends (over 50%) were members of the club, indicating that the club was the focus for intense interaction,

5) parents had been alienated from the members, creating absence of or weak family ties.

The following are the items and paradigm responses:

1. Which of the groups to which you belong would you say is most important to you; that is, which would be most difficult to give up if you had to drop one?

   "Socialists" (1)

   Why is that?

   "Well, I like its philosophy and some of my best friends belong to the club also." (1)

2. What do you like most about the club's activities?

   "I like the meetings."

   Why those particular activities?

   "We have a chance to discuss things and socialize a little." (1)

3. When you have informal meetings of your club, what do you do? Talk, argue, hear speeches, drink, play? What?

   "All of those things." (1)

4. What would you say is the primary purpose of such informal meetings? Is it social or political?

"Both."

How do you mean?

"Well, we discuss politics or listen to speeches, then we have a bull session or drink." (1)

5. Do the same people attend over and over, or are they different from meeting to meeting?

"They are always the same, but there are always new people."

How do you account for that?

"Well, those who are really interested in the club or hold offices attend all the time. Others come just to see what it is like." (0)

6. Do you spend a lot of time with any particular individual in your club?

"Yes."

Who?

"My girl friend." (1)

What is his (her) position in the club?

"She is secretary right now." (1)

7. What do you do when you get together?

"Oh, the usual thing I guess."

What do you talk about? Politics, sex, sports? What?

"Just about everything--we begin with politics and usually get around to sex." (1)

8. What do you like most about this person?

"Well, she is my girl friend--she is pretty sharp and she likes me." (1)

9. What do you like least about him (her)?

"She is too serious most of the time." (1)

10. What do you think he (or she) likes about you?

"We are interested in the same things--socialism, and we have a lot of fun." (1)

11. On the whole, would you say that he (she) is better informed on most things than you are? Or is she less informed?

"She is more informed about politics and school, but I know more about sports and other things. You know, about life." (1)

12. About how many friends do you have? Just a rough estimate?

"Twenty to thirty."

How many of these would you characterize as "close" friends?

"About five."

What percentage of all your friends are in the club?

"About five."

What percentage of your close friends are in the club?

"All of them." (1)

13. How many different clubs have you belonged to since your arrival on campus?

"Just those I have mentioned."

Why do you belong to so few (many)?

"I haven't had time to join more." (0)

14. Why did you join your political club? Was it pretty much your own idea or did you join at someone else's request?

"Well, my girl friend got me interested, but I do agree with socialism as a philosophy."

But why did you join? What was your immediate purpose?

"Oh, I guess I was curious about the club, but mostly it was because of her." (1)

15. Do your parents approve of your present political activities?

"I suppose they do. I don't think they really care."

Why?

"My dad doesn't care, as long as I stay out of trouble and my mother is a little worried, though--I guess she thinks that it might reflect on dad and his job." (0)

Where an item yielded more than one positive score, the additional score was ignored. The principle was one score per item, even though the score could have been derived at several points in the subquestioning. Instead of a score of 14, if every score were counted, this respondent had a score of 12.

4. Redistribution of Perceptual Energy. The extent to which perceptual energy had been redistributed in the service of primitive beliefs was measured by asking the respondent, after having taken a position on a Likert-type cognitive item, to marshal whatever evidence he could in defense of his position. My reasoning was that if primitive beliefs have been made particularly salient by redistribution, there should be a predominant concern with evaluation and a lack of attention to factual data. Respondents were asked to perform these operations on twenty items, each item providing six response spaces. For example:

1. Most men are basically evil. 1 2 3 4 5 6
(agree) (disagree)

a) "humanitarianism of the Cuban revolutionary
b) government." e)
c) "Decline of racial violence in South." f)

Each response was examined and classified as being either factual (f) or evaluative (e). Then, the total number of each was divided into the total number of responses, deriving a percentage of factual and evaluative responses. The percentage then became raw scores for computational purposes.

5. Ego Strength. Ego strength was measured by the derivation of a twenty-three item "yes-no" scale designed

to tap each of the four parameters of ego strength, as well as self-esteem. Most of the items were taken from Cattell's 16 Factor Inventory.

I. Self-Control

1. Do you generally have enough energy at times when you need it most? Yes

2. I can always change old habits without difficulty and without relapse. Yes

3. Do you sometimes get exasperated with small rules and regulations, of which, in calmer moments, you approve? No

4. I often say things on the spur of the moment that I later regret. No

5. Do quite small setbacks sometimes irritate you unduly? No

II. Other-Control

6. Do you find it difficult to take no for an answer when it is obviously impossible to do what you want? No

7. Are you like the man in the story who often says "I'll bet you anything I'm right!" when someone argues with him? No

8. If a person behaves in a dictatorial and domineering manner do you (a) simply avoid him, (b) seek an occasion to have it out with him?

9. Do you get annoyed when you are jostled by people in the halls? No

10. If you are convinced that a person is unfair or intolerant, do you try to show him up, even if it costs you a lot of trouble? No

11. When I associate informally with my professors, I feel ill at ease. No

12. When my father disagrees with me about politics or religion, I am inclined to argue with him. No

III. Intraception

13. Do your emotions sometimes make you seem unreasonable, even to yourself? Yes

14. Do you think a lot about the mistakes you have made? Yes

15. I spend a lot of time trying to figure out why I do the things I do. Yes

IV. Perceptual Orientation

16. Do you find it hard to think about a problem because all different kinds of things come into your mind? No

17. Do you make special plans whenever possible to avoid waste of time between jobs? Yes

18. When reading something difficult, does your mind wander? No

19. Do you spend a lot of time thinking about what might have been? No

20. Do you frequently get in a state of tension and turmoil when thinking over the day's happenings? No

21. Do you have a period of feeling grouchy when you just don't want to see anyone? (a) very rarely (b) always.

V. Self-Esteem

22. My ideas cannot always be put easily into words, so I cannot jump into a conversation as readily as some people do. No

23. Are you so sure of yourself that you also inspire confidence in others? Yes

With an n of 57, the coefficient of reproducibility for this scale was .88.

6. Marginality. Marginality has been measured by fifteen open-ended items that were scored in the same manner as the items of the Proximal/Distal Scale. Marginality is not a quality that can be directly observed, for it depends upon the perception of the organism. Some persons can face conditions of instability with few perceptual consequences. Like the physicist looking for an atom, I am in the position of having to locate marginality by discovering its traces in the organism's current behavior. Marginality was judged to be present when any of the following attributes were encountered in responses:

1) excessive movement in the environment (roomatitis, movement in childhood and adolescence, parental unemployment),

2) excessive change in the number of current personal relationships,

3) difficulty in dating, conformance to norms,

4) change in levels of activity and performance from high school to college.

1. Do you have a room-mate?

   "Yes, two"

   Is he (she) the only one you have had?

   "No, I had two at the dorm in WSU. One was a complete stranger and the other is my closest friend."

   How many have you had?

   "A total of six" (If two or more, score 1)
   (By inference, he lost two while at Washington)

2. On the whole, do you find college to be a pretty friendly place or do you feel relatively lost?

   "lost" (1)

3. What is your accumulative GPA?

   "1.78" (If below 2.5, score 1)

4. What was it in high school?

   "2.19, I think" (If higher than now, score 1)

5. Have you ever changed majors?

   "Yes, first it was philosophy, then English, then Art for one day." (If more than once, score 1)

6. How often do you date?

   "Oh, once a month. Actually, that is misleading because I have a steady girl, which I don't count. I am talking about the other girls I take out." (If less than once a week, score 1)

7. Would you say that is an increase, a decrease or about the same as high school?

   "A definite increase. I never dated anyone in high school." (If a decrease, score 1)

8. Many college students experience difficulty in dating. How difficult is it for you?

"Quite difficult." (1)

Why is that?

"I'm pretty bashful, and I have an inferiority complex."

9. During your adolescence, during high school, was your father ever unemployed?

"Yes"

How often?

"Three times" (If more than two, score 1)

10. Did your family move around a lot during this period?

"Yes"

How often?

"Several cross country moves." (If more than once, score 1)

11. Did you get along well with the other kids in your neighborhood?

"No. I was constantly in fights." (1)

12. This is usually a very difficult period for young people with respect to dating and sex. How difficult was it for you?

"Not as difficult as college."

13. How about your adjustment in high school--were you pretty much in step with what other kids did or were you out of step?

"Out of step." (1)

14. Did your mother have to work during this period?

"Yes" (1)

15. Have you felt like changing religions during this period?

"No"

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